



Pane & Salame

**THE HOT SANDWICH
FROM THE OLD DAYS**

Premise

Although the economic crisis has led to a sharp decline in consumption, the catering industry continues to record growth rates in terms of inflows, turnover, level of employment and number of companies created.

The catering sector looks healthy. In the last five years, this sector has opened most franchise stores in the country. Food consumption outside home is constantly growing at national and international levels. In this context of interesting evolution, street food's specific scope is experiencing a real explosion, which is no longer just a strong trend but a solid economic reality.

3 out of 4 Italians consume street food, Editor Gambero Rosso published a dedicated guide and now there are dozens of themed festivals in our country. Fashion has turned into an opportunity for development, just last year Italian catering companies on the road increased by 13% to over 2,200 (Unioncamere data, June 2016), and famous chefs are also striving with typical street food.

Globally, according to FAO data, about 3.0 billion people eat street food every day for several reasons: because it is cheap, because it is the quickest way to spend their lunch break, because it is a way of discovering ethnic flavors different from their habits and for nostalgia of childhood forgotten tastes. Street food has ancient origins, already existed at the time of the Greeks and Romans, and is now back in fashion for a set of elements that characterize it: it is cheap, fast and convenient. It is readily available and usable, and is easy, simple and spontaneous.

However, behind the spontaneity and simplicity that characterize it, there is an unlimited culture and the desire to rediscover the traditions and

the lost atmosphere.

A strong evocative and identifying component represents a very powerful motivation over consumer choices. Street food awakens the pleasure of being part of tradition, places and landscapes, giving life to the city, making it warm and alive. Bringing people together is a phenomenon based on encounters, communication and socialization. Street food has an interesting return on investment. It requires low investment, it can create interesting margins and it is easy to handle with a reduced staffing. In this fast evolving context, there is room for experimenting and launching proposals that, once receive the market feedback and the encoding of profitability, can be extended to the logic of large-scale franchise.

Pane & Salame starts assessing such context elements creating a brand that is highly specialized in making sandwiches made like the old days: hot, fragrant, well stuffed and freshly made and above all with good products. These are the elements, seemingly trivial and discounted, but today so difficult to find, making a sandwich a unique, tasteful and attractive food, able to compete with other "noble" food, to evoke emotions and sensations that are rich in meaning. Who does not remember those wonderful sandwiches made in the Food Village, with hot loaf and freshly sliced Pane & Salame? Who do not remember the smell of bread and Pane & Salame that you encounter and the wonderful feeling of the first bite in which the Pane & Salame, melts and releases on the bread the maximum of its taste...? It is from this "simple wonder" that Pane & Salame wants to start rolling out a successful street food.

Goals

The goal of the Pane & Salame project is to create a brand that is strongly identified as a proposal capable of regaining the pleasure of eating a quality hot sandwich, stuffed with simple yet difficult products to be found today with quality ingredients that make the sandwich the fastest and most delicious meal of our tradition.

The sandwich has ancient origins; the first sandwich in our history is made of bread with ham, created in Roman times. The inhabitants of Imperial Rome were so greedy that the streets of the urban markets were full of cold meat. In addition, a bread accompanied by a filling has always existed in human history, regardless of race, ethnicity and geographical origin. The tortilla, pita, taco and piadina are some of the sides of this extraordinary product that has infinite customizations. Whatever you want to call it, today the sandwich is the street food par excellence.

Coming in different options, from different culinary traditions, the sandwich has become a known product and consumed universally. It has some obvious privileges that have made it the most popular product of immediate consumption in the 4 continents:

- It is rooted in the collective imagination and in memories of childhood. It is the meal that our grandma or mom prepared and the one that made us happy, the one found on the counter at parties. It represents a moment of joy that as adults we like to relive with our children.
- It is the food that can satisfy most of the tastes, harmoniously combines with the most tasty and colorful fillings, binds easily. You decide how you want it and what pleases you.
- It is fast, it is the food that comes to mind when we are hungry.
- It is healthy, made with simple ingredients, but at the same time very tasty, it is based on the quality of bread and filling.
- It is freshly made, it is simple. We can prepare it at the moment just with a few ingredients
- It is the king of street food, easy to consume, socialize, and for that it is the winner.



In our tradition a sandwich is made with “real” bread, with rustic bread or a baguette or with a round or elongated roll that still has that smell of baking combined with the softness of the bread still hot.

Pane & Salame becomes a place that is yet traditional/local, proposing in the first place Italian excellence that has gained a strong global value and thus interprets in the same proposal two driving elements in the development of street brands.

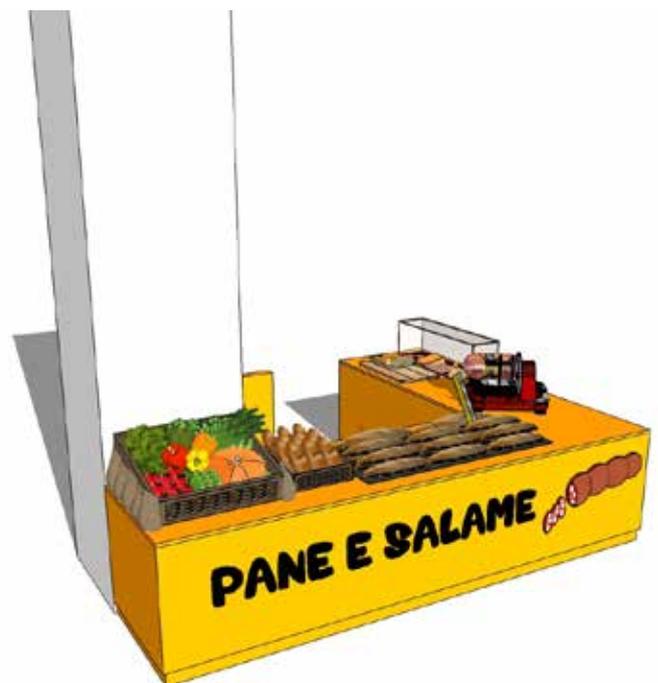
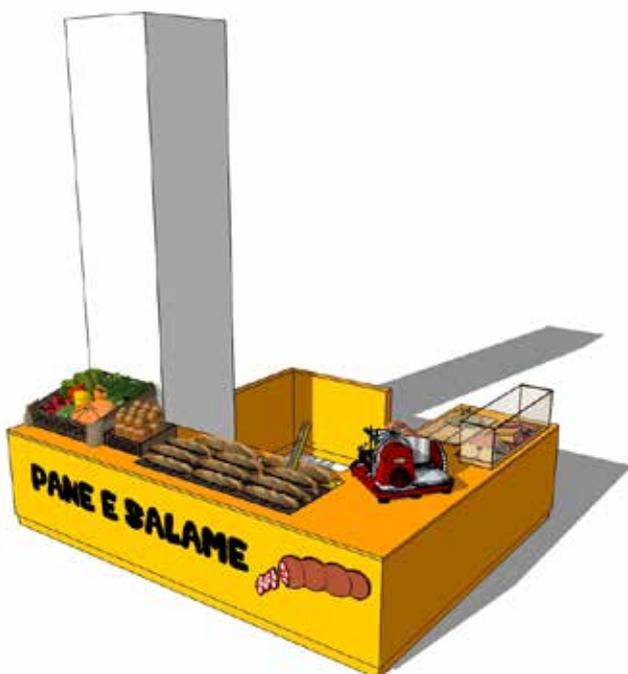
Pane & Salame to be a place for people to stop with a full immersion in taste, to eat something in a world of fragrance, sweetness and flavor.

The arrangement and design of the orange furniture, a color that stimulates appetite and

reminds spicy flavors, with the presence of the long Pane & Salame as a symbol, highlights the immediate identification with the product in the contexts where it is located, which is, Pane & Salame is an orange dip in the streets of historic centers or shopping mall galleries, it is a dip of taste and joy.

It is an opportunity that cannot be missed, that complements our days, breaking the routine and delighting our leisure and vacation moments.

The ultimate goal is to create a model that, once tested, can be easily moved to any location and socio-cultural context and gradually establish itself as a concept store with fast development that combines reduced investment and management costs, high ROI and ease of management and thus become attractive to potential investors/affiliates.



The Concept



Pane & Salame is a very young and informal setting. It is modern with a strong energy in furnishings, design and staff, but at the same time with a strong recovery of traditional values and concepts, so as to facilitate immediate identification by different targets.

Architecturally and operationally, the concept/store is based on the following criteria:
It is a street food format, positioned in high flow areas and characterized by:

Size: between 12 and 20 square meters.

Color: the place is strictly orange. The color was chosen for its liveliness/recognition for its beneficial effect of appetite stimulation.

Localization: in towns with a catchment area of at least 20,000 inhabitants aggregated or

distributed in the city/neighborhood.

Location: Preferred high-traffic areas and frequencies in historic centers or areas adjacent to the center of high-flowing towns, areas with medium commercial surfaces and qualified shopping centers/parks

Placement: The location is characterized by the proximity of offices, schools, shopping, leisure and sports areas, tourist and commercial flow, with a suitable urban layout, easily accessible, widely visible (for those traveling by foot or by car) and car parks.

Furniture: use of elements of simple and essential furniture to be maximally functional within a small surface area, but also cared for in the design and everything is strictly orange. The restaurant is a splash of orange in the city, organized as follows:

A counter that is at the same time the heart and soul of the room, representing the operational and the suggestive space, where the food is sold and bought with the eyes, where you can imagine that intense flavor where you prepare to view the sandwich. The counter is made of a heating plate, which are supported giant baguettes, very scenic and rich in a message of abundance, always hot and stretched over the counter lined up one behind the other. They are cut in front of the customer on the spot (in two possible sizes: 15 cm standard and 30 cm giant) on a cutting board with a lever coupled to a meter fixed on the counter that defines the measure for each aligned baguette, simply by sliding it along the meter. On the left side of the counter, before the baguettes, there are spaces for themed fillings, each filling is different for each baguette, so that it arrives directly with the order and the sandwich can be made on the spot on time.

The fillings are offered with a panoramic display to be highly attractive and are based on five essential product lines, very simple but at the same selected ingredients with full flavor and tradition, but at the same time established as global products and immediately recognizable:

- Pane & Salame sandwich: it seems trivial but just cut and harmonized to a baguette with little crumb is unbeatable, and from here the name of the place itself. Close to the baguette, the slicer with a giant Pane & Salame leaning on the counter in a beautiful view ready to be sliced, with maximum beautiful effect and with its intense perfume inviting to consumption.
- ham sandwich: a strong product of our tradition and always timeless placed on the

slicer.

- sandwich with tomato mozzarella and basil: a classic based on two strong products of our tradition and a mix of universal flavors preserved in their fresh wet baskets.
- sandwich with smoked salmon rucola and cherry tomatoes: for those who love fish in its best-known product, ready on the pine wood cutting board.
- vegetarian sandwich with mixed vegetables: vegans and vegetarians to respond to new trends with a pan full of fresh and colorful vegetables.
- sandwich of the week: fillings that vary every week offering special ingredients and freedom, local tastes to give innovation, dynamics and adherence to the local offer.
- bun for the sweet tooth: classic Nutella filling to celebrate one of the strongest products of our food tradition giant jars ready to be spread.

A well-equipped back counter with refrigerated area at the bottom. The top of the backbench is intended for the pictures of the 5 product lines, so you can immediately communicate, driving the choice

American-style console on the sides where the size of the room allows

A refrigerator with selected drinks accessible to customers

Use of production equipment acquired by leading companies.

Use of a full-time employee and second temporary employee at peak times based on the turnover rate of the store.

The investment

The investment consists of the following items of expenditure:

Furniture, equipment and accessories

Investment in furniture, equipment and set up arrangements have an average turnkey cost (not including construction and installation works that may be required)

Staff training, launch of the business

Staff training, communication campaign for the launch

Il valore aggiunto

The concept has a strong value added based on some elements:

- **Originality and strong theming:** defined as an operating model, strongly characterized on the sweet theme, on a mix of well-known, appreciated and highly attractive products, which differs from the existing one. It is a fresh and attractive proposal, friendly and easily recognizable as a brand.
- **Ease to enjoy and manage:** it is a simple concept to implement with two essential products to work, base and chocolate.
- **Very broad target:** ranging from children up to grandparents incurable sweet tooth
- **Quality of the proposal:** ensures quality, origin and traceability, the product is easy to prepare and easy to use.
- **Reduced investment and profitability:** due to a limited investment cost, it has revenue potential and attractive margin if placed in the right location.

The strategy

The purpose of the start-up phase is to create at the same time 2 -3 representative locations so that:

- Optimize the initial investment and create economies of scale
- Make it immediately visible and introduce the brand in the area
- Optimize management on a representative sample
- Shorten start-up and trial times by presenting itself immediately not with an isolated store but with a mini-chain
- Increase brand value and attract strategic investments/participations

Soggetto titolare

FOOD EVOLUTION is the business unit dedicated to the Food sector of Il Cantico della Natura, a company that has developed a specific expertise in the themed catering industry, with direct management of sites and the creation and management of a local franchise chain.

The brand is

Pane & Salame

Belongs to the company

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